

# In-Depth Business Visits

Discover the secret to  
London's success and  
explore the capital's most  
innovative companies.

In-depth business insight for  
student and corporate groups

[contact@insider-london.co.uk](mailto:contact@insider-london.co.uk)

[www.insider-london.co.uk](http://www.insider-london.co.uk)

0044 (0)20 7183 1055

Insider London Ltd  
3rd Floor, 207  
Regent Street,  
London, W1B 3HH



# Contents



## Business Visits

Crowdcube.....	4
Revolut.....	5
Level 39.....	6
NatWest.....	7
Rocketspace.....	8
LEGO.....	9
Tribal Worldwide.....	10
Verb Brands.....	11
BP Trading.....	12
ICAEW.....	13
Blasting News.....	14
Minerva Labs.....	15
Thirsty Thoughts.....	16
Desolator.....	17
Architecture00.....	18

## Workshops

Fintech for the Future Workshop.....	19
Private Equity and Investment Workshop.....	20
Future of Branding Workshop.....	21
Business Model Canvas Workshop.....	22
Film Production Workshop.....	23
App/Web Design Workshop.....	24
Defining Leadership Workshop.....	25

# Introduction



London is a global hub of art, politics, commerce and finance but perhaps, above all, innovation. This is why Insider London seeks to delve beneath the surface of the capital's success with in-depth visits to the city's most innovative businesses.

We meet the talented individuals behind the brands to discover the unique story of unique companies – past, present and future. With engaging presentations tailored to the specific academic and professional interests and requirements of the group, this is a great opportunity for both academic and corporate groups.

Inspire your groups with real-life success stories and hands-on experience with innovative technology.

Freshen up your board room meeting with a research trip to an innovative hub and take your business to a new level with some great new ideas and insight.

We specialise in innovation from a wide variety of sources. From AI to blockchain, finance to fintech, hospitality to architecture, we meet the star players across a wealth of sectors.

We have extensive partnerships with some of the world's leading global corporates as well as London's rising stars who keep the established brands on their toes.

**Get in touch via  
[contact@insider-london.co.uk](mailto:contact@insider-london.co.uk)**

**To find your inspiration through an in-depth business visit.**

# Crowdcube



Crowdcube is a leading equity crowdfunding site which allows the brightest entrepreneurs and start-ups to bypass banks and business angels to secure pooled investment. This award-winning company has mastered the use of social media to alert potential investors to the next exciting opportunity and two years after its launch, received authorisation from the FCA to become direct investors.

Having raised considerable capital to finance the explosive success of fintech stars such as Revolut, Crowdcube has recently been named the UK's largest crowdfunding platform by funding total.





# Revolut



Offering card payment services, currency exchange, cryptocurrency exchange and peer-to-peer payment, Revolut is one of the most exciting and fast-growing fintech start-ups in the London scene. Revolut uses engineers, data scientists, and automation to compete with traditional financial giants, boasting that over three million users have now switched to their services.

Originally based in Level 39, Revolut has raised \$340 million and is establishing teams in 19 countries. The fintech star has successfully broken into the market in 28 different countries and is now expanding into North America, Asia and Australasia.



# Level 39



With 1250 leaders in cybersecurity, fintech and retail tech, Level 39 is based in the heart of a financial super-hub: Canary Wharf. Capitalising on its unique location, 1 Canada Square, this hi-tech community is well situated for fast-generation of business relations and venture capital.

Level 39 brings together the most exceptional global talent in the fintech sector from 48 different countries to create an invaluable pool of skill and creativity.

Join Insider London for exclusive access to one of the world's biggest fintech hubs and meet the game-changing entrepreneurs shaping the future of business and finance.





Discover a little-known side to one of the UK's Big Four clearing banks. In addition to enormous investment, in new technology, Natwest has launched the largest free-business accelerator in the UK. Come and explore its remarkable potential and benefits first-hand.

Supporting thousands of start-ups through twelve dynamic hubs, the Natwest Accelerator offers exclusive access to an extensive network of contacts and mentors as well as free accounting software for all. This is a modern corporation dedicated to driving the SME to start, scale-up and succeed in the financial world!



# RocketSpace



RocketSpace - the renowned San Francisco Tech Campus - has an unprecedented track record and is highly selective with companies in the space. Eighteen unicorns (companies valued at over \$1 billion) have passed through to date including the likes of Uber and Spotify.

Opening their first hub outside of the US in partnership with the RBS group, the chic London space is home to an estimated 1,500 Tech workers and is run by Priya Guha, the former British Consul-General in San Francisco. Now opening new campuses in Australia, Canada and China, RocketSpace is set to become a global ecosystem with an incredibly powerful alumni network for new members to tap into.





# Lego



Get the inside scoop on the world's largest toy company! In business since the 1930s, this is the chance to find out how the one-and-only LEGO stay on top of the game.

With an exciting business journey full of twists and turns, LEGO has surpassed innumerable challenges over the past few decades with sales amounting to \$2.1 billion. Find out how LEGO moves with the times and continues to go where no brick has gone before!

We invite you to their vibrant and colourful office space for business insight into childhood magic.



# Tribal Worldwide



This world-class agency combines technology and marketing strategy to provide their clients with unique and meaningful online and off-line experiences. Working to re-define the customer experience, Tribal Worldwide are part of a proud global network, the Omnicom group, specialising in the development of advanced technical solutions.

Boasting clients such as BA, McDonalds, Adidas and Volkswagen, Tribal Worldwide provides the highest performing marketing for the twenty-first century. Specifically adapted and restructured to better serve brands in the experience economy, this agency has its finger on the pulse of modern living.





# Verb Brands



Be welcomed into the smart new East London office of Verb, one of the world's most successful digital marketing agencies in the luxury goods sector.

Specialising in food, fashion and lifestyle brands, the company was founded by its charismatic CEO when he was just a university student. Verb now has an annual turnover of over £3.5 million and employs more than 50 staff members.

This is a fast-growing company with their finger on the pulse of the digital age. Discover the agency behind the digital marketing strategies of Jimmy Choo, Sunseeker and Claridge's!





# BP Trading



Dive into the forward-thinking spirit of multi-national financial giant, BP, at their striking, state-of-the-art HQ in Canary Wharf.

Rising to the challenge of global energy demand in a rapidly-changing world, BP is providing innovative solutions in a highly complex market. With 280 traders worldwide and partners in 140 countries, uncover the diverse opportunities for students and graduates from a wide range of academic backgrounds.

This session not only offers a rare opportunity to meet the team behind the name, but also features an exciting trading simulation game and an exclusive behind-the-scenes tour of the BP trading floor.



With over 150,000 members, this internationally-recognised accountancy qualification has a global reach. Come and experience life as a professional chartered accountant, carry out a SWOT analysis and try out your strategic business skills. With this excellent preparation for assessment centres, find out first-hand if you've got what it takes.

Hone your commercial awareness skills with an interactive workshop. Learn to analyse situations from a business perspective and recognise the key steps towards commercial success.





# Blasting News



The largest, global social news platform, Blasting News is now among the top 200 most visited websites in the world. The website rose in 2013 to become Italy's third most popular newspaper and in 2017 exceeded 100 million readers. Content is checked and produced by professional journalists

The site has also been awarded a Digital Innovation Fund by Google and last year exceeded 20,000 original news videos published a month with 2,000 contributors active on the platform. There are now more than 250 channels and Blasting News has offices across three continents. This is a prime example of innovative journalism in the age of social media.





# Minerva Labs



Based on distinctive nutritional principles, Minerva is revolutionising the beauty industry with clinically tested supplements. This ground-breaking laboratory is developing research-based products that are categorically supported by internationally published scientific studies and clinical trials, whilst being protected by worldwide patents and trademarks.

Minerva have developed Gold Collagen, the third largest brand in the UK anti-ageing beauty supplement market, and is among the fastest growing beauty vitamin brands in British high street retailers. This product alone boasts sales of more than sixteen million bottles. Come and meet this Japanese-inspired scientific research group who are making waves in the UK market.



# Thirsty Thoughts



Welcome to one of the UK's most fun and unique applications of artificial intelligence: Thirsty Thoughts. This collection of mind-controlled drinks-pouring robots has partnered with Google, Twitter, KPMG and the Marriott to provide the most innovative entertainment at the hottest events. Sure to cause a stir, this lively entertainment piece tracks EEG brain waves by measuring miniscule muscles in the participant's forehead.

Come and experience the most sophisticated technology with the most light-hearted application.



# Desolenator



Billions of people live without access to safe drinking water at home, and half the world's population is predicted to be living in areas of high water stress by 2025. Enter Desolenator; providing an innovative solution to one of the most complex and critical issues of our time. The unique patented technology allows for an off-grid carbon-neutral solution to the global water crisis.

Desolenator uses solar power to purify both sea and contaminated water. Desalination is typically oil-heavy, inefficient and completely unsustainable but but this award-winning start-up is changing the game. Part-funded by the EU and based at Rise by Barclays, come and discover this sustainable, durable and revolutionary technology.





# Architecture00



Meet the multi-RIBA award-winning pioneers of sustainability and community-driven architecture. This firm is changing the public's perception of architecture, one building at a time!

Architecture00 are extensively pushing the bounds of design and exploring radical alternatives to traditional urban planning. The go-to consultants for City Hall, the firm pioneer the design of a wide-scope of projects. From education facilities, to co-working spaces and ultra-low energy residences, it's easy to see why Architecture00 consistently make headlines for innovative design.



# Fintech for the Future Workshop



UK start-ups are creating the freshest solutions to the toughest challenges in multi-billion and trillion dollar markets, and this is your opportunity to come and meet them. Insider London provides a careful selection of the hottest talent and innovation in the UK fintech sector.

With fintech application potential in a wealth of sectors, these are companies at the forefront of practical application of advanced technology. Previous participants have included pioneers of AI data security and post-blockchain technology.

This workshop is created bespoke and is only available for corporate groups.





# Private Equity & Investment Workshop



An exciting event featuring in-depth presentations and lively Q&A sessions as well as informal networking opportunities. We bring together overseas investors and the rising stars of UK fintech.

This is an ideal opportunity to network with the next big names of the future whilst receiving expert insight on investment incentives and the implications of investing in London companies.

Having organised workshops for overseas Chamber of Commerce Groups and international banks, Insider London is a trusted partner for your educational investment needs. This is a bespoke workshop and is only available for corporate groups.





# Future of Branding Workshop



Experience the transformative potential of AR, VR and AI with this in-depth session. Focusing on the cutting-edge use of technology as well as advanced data analytics, this workshop explores the future of branding and retail from the perspective of pioneers, making this future a reality.

Including sessions from three groundbreaking entrepreneurs who are working to practically apply the latest hi-tech developers, this session will include presentations, a Q&A and an informal networking session.

This is a bespoke workshop and is only available for corporate groups.



# Business Model Canvas Workshop



Let loose your inner entrepreneur!

Join Insider London for this perfect introduction to practical business skills. In this in-depth session, find out what it's like to run your own business. We provide a fun and interactive session with an easy-to-follow business model canvas.

Costings...markets.. potential partnerships? No idea? No problem! Come and create your own personalised business strategy at a vibrant and colourful co-working space. Experience the daily life of a London entrepreneur.



# Film Production Workshop



Make the most of the world of advanced technology which lies just at your fingertips! From animation to music videos and documentaries, come and receive in-depth training from professional film makers

This hands-on introduction to film-making will provide every participant with the chance to experience different roles. This is an exclusive opportunity to build skills in research, problem-solving and ICT in true twenty-first century style!

All sessions are bespoke; based on the preferred medium, goals and interests of the group.





# App/Website Design Workshop



Hosted by Verb Brands, the creators of apps and websites for the world's leading luxury brands, this is an interactive workshop by high-profile industry experts. .

The secrets of the popular and profitable digital platform will be revealed as well as innovative techniques used to attract and retain customers. Join us for the ultimate masterclass in user-experience with in-depth insight and great examples.

Groups will have a unique opportunity to draft their own app or website and present it to the industry expert for vital, comprehensive feedback.



# Defining Leadership Workshop



It's always a good time to develop your leadership skills and unlock your team's potential! Insider London has partnered with a highly-qualified facilitator and performance coach with an extensive background in Psychometrics and Human Synergistics.

Do you want to hone your negotiating and influencing skills? Do you want to motivate your team? Discover the crucial characteristics of a power leader here. With a special focus on different types of leader and the practical application of inter-personal skills, each workshop will reflect your business needs

Be the driving force – success starts at the top!



Looking for inspiration? Go straight to the innovative experts for business insight in the nation's capital. Get in touch with the background, interests and requirements for group to start creating your bespoke business visit.



[contact@insider-london.co.uk](mailto:contact@insider-london.co.uk)

[www.insider-london.co.uk](http://www.insider-london.co.uk)

0044 (0)20 7183 1055

Insider London Ltd  
3rd Floor, 207  
Regent Street,  
London, W1B 3HH